

**Summary Of Activities
in Room Nights**

	Turned Definite				Turned Tentative			Turned Lost		
	FY09		FY08		FY09	FY08	FY07	FY09	FY08	FY07
	Rm Nts	# Groups	Rm Nts	# Groups	Room Nights			Room Nights		
October	0	0	517	4	608	3,134	3,456	1,425	822	14,983
November	356	2	65	2	2,107	3,301	2,685	2,081	1,687	6,588
December	2,874	2	120	2	3,230	2,081	2,620	555	661	1,327
January	312	1	1,015	7	7,288	11,204	1,540	9,316	3,880	3,558
February	452	4	656	13	12,884	3,995	201	5,403	2,431	0
March	1,874	6	1,647	8	5,236	8,048	2,229	2,867	4,113	1,220
April	1,470	9	1,352	4	3,361	9,368	929	2,755	890	299
May	2,925	9	1,015	4	3,156	4,871	4,079	1,096	3,849	4,187
June	719	8	653	4	1,511	4,471	6,498	2,219	6,015	6,217
July	250	1	508	4	2,650	3,662	1,949	1,216	1,123	580
August	610	6	1,041	6	813	2,227	5,058	690	3,972	2,339
September	158	5	3,088	4	5,629	6,189	3,485	1,542	790	9,803
Total	12,000	53	11,677	62	48,473	62,551	34,729	31,165	30,233	51,101

**Projected Economic Impact of Business Turned
Definite**

	FY09	FY08	FY07
October	\$0	\$600,975	\$812,885
November	\$70,183	\$203,000	\$190,000
December	\$1,860,006	\$171,000	\$557,700
January	\$358,000	\$716,500	\$145,080
February	\$206,120	\$226,000	\$128,173
March	\$1,067,816	\$1,816,000	\$467,430
April	\$1,187,400	\$536,000	\$72,000
May	\$7,258,532	\$408,250	\$2,162,300
June*	\$393,148	\$235,532	\$1,386,000
July	\$204,000	\$948,000	\$246,480
August	\$636,888	\$789,963	\$521,000
September	\$830,853	\$2,061,750	\$2,360,662
Total	\$14,072,946	\$8,712,970	\$9,049,710

1-Oct-09

*As of June 1st, the economic impact model from Destination Marketing Assn Int'l's is no longer available; currently using an old formula; sports formula developed specifically for Frisco by UNT; factors taken into consideration are attendance, exhibitors, and the mix of local/regional/state/national attendance

*Primary lost business reasons include: availability of space/rooms, rates, board decision; location